

DANIEL OWOLABI

Product Designer (UI/UX) | Web Developer

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PROFESSIONAL SUMMARY

Product Designer with 4+ years of experience designing and shipping user-centered digital products for web and mobile. Proven track record delivering 15+ responsive products across fintech and e-commerce, improving brand engagement by 25%. Expert in end-to-end product design, from research and wireframing to high-fidelity Figma prototypes and front-end implementation. Skilled in design systems, interaction design, and AI-assisted workflows.

CORE SKILLS

- **Design:** Figma, wireframing, prototyping, design systems, UI components, interaction design, usability testing, user flows, responsive design, accessibility (WCAG)
- **Development:** HTML5, CSS3, JavaScript, WordPress, responsive/mobile-first development
- **Data & Analysis:** Excel dashboards, Python (pandas, data analysis), inventory reporting, KPI tracking
- **AI & Workflows:** AI-assisted design (ChatGPT, prompt engineering), UX writing, content generation, systems thinking
- **Creative Tools:** Figma, Canva, CapCut, AI design assistants
- **Collaboration:** Cross-functional teamwork, stakeholder communication, agile delivery

PROFESSIONAL EXPERIENCE

Product Designer & Web Developer | *Freelance / Remote* 2019 – Present • Remote

- Designed and shipped 15+ responsive web and mobile products, driving a 25% increase in client brand visibility and user engagement through user-centered UI/UX decisions.
- Translated business goals and user needs into wireframes, user flows, and high-fidelity Figma prototypes, reducing design-to-development handoff friction for 10+ client projects.

- ❑ Built scalable front-end solutions using HTML, CSS, and JavaScript, ensuring pixel-perfect implementation across devices and screen sizes.
- ❑ Integrated AI tools (ChatGPT, prompt engineering) into design workflows, cutting ideation and content generation time by an estimated 30%.
- ❑ Collaborated directly with clients to define product scope, set timelines, and deliver solutions under tight deadlines, managing full project lifecycle from discovery to launch.
- ❑ Created and maintained design systems and reusable UI component libraries in Figma, enabling faster iteration across multiple projects.

UI/UX Design Intern | *Remote* Jun 2022 – Aug 2022 • Remote

- ❑ Designed user flows, wireframes, and interactive prototypes for fintech and e-commerce products, contributing to measurable improvements in user journey simplicity.
- ❑ Iterated designs based on team feedback and usability findings, demonstrating strong communication and cross-functional collaboration in an agile environment.
- ❑ Supported senior designers in delivering consistent, on-brand UI components aligned with existing design systems.

Data-Driven Product Project | *Inventory Management System* Aug 2025 • Personal Project

- ❑ Designed and developed an Excel-based inventory management system tracking stock levels, expiry dates, and product flow, reducing manual reporting errors for end users.
- ❑ Automated dashboard reporting using Excel formulas and Python scripts, improving operational visibility and enabling faster, data-driven decisions.

EDUCATION

Higher National Diploma (HND) – Software & Web Development
Federal Polytechnic Offa, Nigeria
2023 – 2025

Capstone Project:

- Designed and developed a **crypto airdrop platform**, focusing on onboarding experience and user flow optimization

National Diploma (ND) – Computer Science
Federal Polytechnic Offa
2018 – 2020

CERTIFICATIONS

- Data Analysis with Python – AQskill (2025)

AVAILABILITY

Open to full-time roles, remote opportunities, freelance projects, and collaborations in tech, fintech, and digital products.